

PROFILE OF KEY ACCOUNTS

Virginia Slims Vs Misty Share Change

October vs 1st Quarter 1994

	V Slims Shr. Chg.	Misty Shr. Chg.	V Slims Current SDI	V SLims % Contr.
STRENGTH				
Charlotte Food Lion	0.04	-0.22	163	0.29
Columbus Big Bear	0.12	-0.04	134	0.09
Portland Safeway	0.39	-0.05	106	0.06
Raleigh/Durham Food Lion	0.10	-0.04	136	0.36
Tampa Kash N Karry	0.64	-0.06	208	0.08
OPPORTUNITY				
Atlanta Kroger	0.09	0.14	253	0.24
Baltimore Superfresh	0.76	0.33	187	0.03
Boston Shaws	0.12	0.22	98	0.07
Boston Star	0.24	0.14	121	0.02
Buffalo/Rochester Tops	0.03	0.06	99	0.05
Buffalo/Rochester Wegmans	0.06	0.08	85	0.06
Charlotte Winn-Dixie	0.17	0.83	160	0.07
Chicago Cub	0.34	0.46	256	0.03
Dallas Albertsons	0.14	0.53	207	0.18
Dallas Kroger	0.05	0.14	222	0.09
Dallas Tom Thumb	0.12	0.19	219	0.09
Dallas Winn-Dixie	0.10	0.39	191	0.08
Denver Albertsons	0.13	0.27	118	0.06
Denver King Sooper	0.24	0.23	133	0.20
Des Moines Hy-Vee	0.04	0.23	65	0.05
Hfd/Nw Hvn Edwards	0.08	0.08	133	0.03
Houston Gerlands	0.58	0.62	212	0.03
Jcksnvle Food Lion	0.21	0.21	141	0.04
Little Rock Harvest Foods	0.14	0.21	197	0.06
Louisville Kroger	0.10	0.03	173	0.15
Memphis Kroger	0.06	0.08	294	0.07
Milwaukee Sentry	0.03	0.15	83	0.05
Orlando Winn-Dixie	0.19	0.22	111	0.07
Pittsburgh Giant Eagle	0.44	0.06	168	0.31
Richmond Food Lion	0.10	0.07	160	0.38-
Slt Lk Cty/Boise Smith Food&Drug	0.14	0.19	105	0.06
Seattle Safeway	0.28	0.20	118	0.13
Washington DC A&P/Superfresh	0.12	0.38	183	0.04

WEAKNESS

Albany Price Chopper	-0.04	-0.42	48	0.01
Birmingham Winn-Dixie	-0.23	-0.10	210	0.07
Columbus Kroger	-0.04	-0.03	139	0.14
Houston Kroger	-0.08	-0.04	193	0.11
Los Angeles Hughes	-0.39	-0.06	167	0.05
Los Angeles Ralphs	-1.03	-0.03	105	0.09
Milwaukee Kohls	-0.08	-0.04	106	0.03
New Orleans/Mobile Winn-Dixie	-0.24	-0.09	215	0.12
Ok City/Tulsa Homeland Foods	-0.37	-0.09	164	0.06
Philadelphia Acme	-0.01	-0.06	151	0.13
Portland Albertsons	-0.07	-0.02	108	0.05
Raleigh/Durham Winn-Dixie	-0.31	-0.11	122	0.09
Richmond Farm Fresh	-0.34	-0.16	205	0.15
St.Louis National	-0.41	-0.07	174	0.05
Tampa Winn-Dixie	-0.11	0.00	99	0.10

THREAT

Atlanta A&P	-0.28	0.02	233	0.08
Atlanta Winn-Dixie	-0.18	0.15	224	0.11
Birmingham Brunos	-0.40	0.08	204	0.32
Boston Purity Supreme	-0.49	0.45	112	0.05
Chicago Jewel	-0.33	0.13	273	0.17
Cincinnati Kroger	-0.21	0.07	113	0.16
Dallas Minyard	-0.03	0.04	160	0.07
Denver Safeway	-0.62	0.48	105	0.11
Hfd/Nw Hvn Food Mart	-0.79	0.31	145	0.02
Houston Randalls	-0.70	0.31	244	0.07
Indianapolis Kroger	-0.14	0.03	114	0.11
Little Rock Kroger	-0.52	0.04	185	0.02
Los Angeles Albertsons	-0.18	0.46	153	0.11
Louisville Winn-Dixie	-0.15	0.05	135	0.05
Minneapolis Cub	-0.02	0.13	93	0.06
New Orleans/Mobile Delchamps	-0.11	0.02	231	0.13
Omaha Hy-Vee	-0.04	0.06	63	0.03
Portland Fred Meyer	-0.08	0.00	104	0.03
Slt Lk Cty/Boise Albertsons	-0.14	0.16	90	0.09
Seattle Albertsons	-0.17	0.10	116	0.06
St.Louis Schnucks	-0.30	0.22	177	0.09
Syracuse P & C	-0.60	0.08	63	0.01